

# JofA

Focus Report



## The Paperless Age

A special advertising supplement in the  
July 2008 *Journal of Accountancy*

**Ad Close & Materials Due Date: May 22, 2008**

### Sponsor Benefits:

- Premium advertising position in a complementary editorial environment;
- Executive Roundtable – includes a headshot and quotes from a top executive at your organization (see page 2);
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CPAs and finance executives are rushing to "go paperless" at unprecedented rates. Investing in a "paperless office" environment is saving many CPAs and corporate finance professionals significant time and money. This allows them to focus on pending projects, improve their service offerings and even offer new services. Still many finance and accounting pros are hungry for information and solutions....and the potential is vast.

In this special *Journal of Accountancy* advertising supplement on the "Paperless Age", we'll look at new document management technology, content management systems, backup systems and other solutions that corporate finance professionals and CPAs rely on to help streamline their clients' businesses and boost company revenue.

**Position yourself as a valued solution-provider!** Topics like the ones below will be of great interest to over 500,000 + *JofA* readers, especially when they see your advertisement for document management systems and paperless office solutions.

- Paperless Payroll Opportunities
- Importance of Security in Today's Paperless Age
- Rate Yourself in the Paperless Race
- The Document Management Process: Best Practices Revealed
- Going From Paper to Paperless in 10 Easy Steps
- Measuring the ROI From Your Paperless Initiative

A special advertising  
supplement to the

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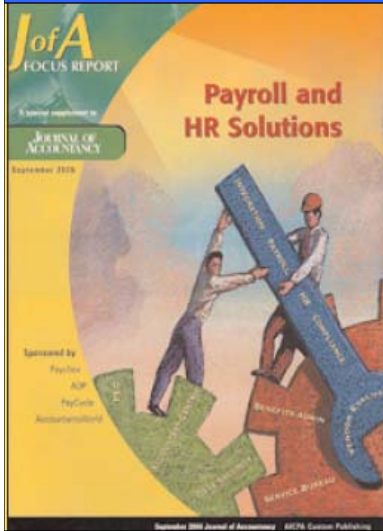
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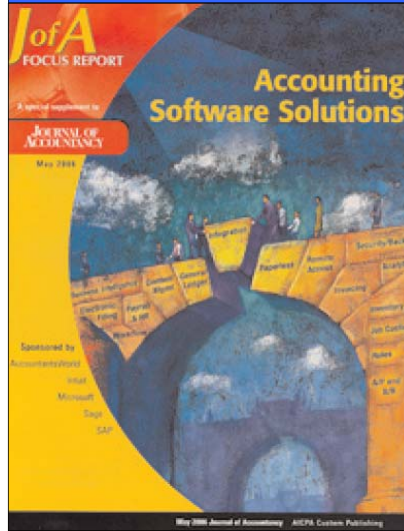
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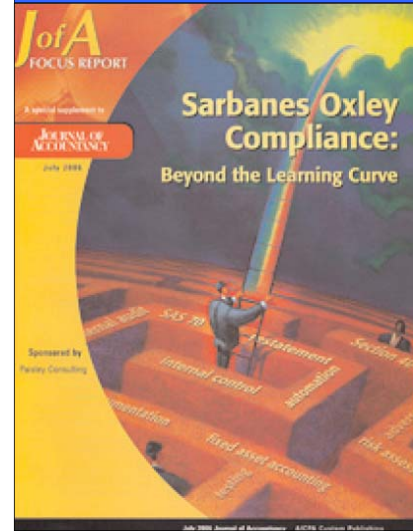
Cover of the September 2007 special advertising supplement  
Payroll and HR Solutions



Cover of the May 2006 special advertising supplement  
Accounting Software Solutions



Cover of the July 2006 special advertising supplement  
Sarbanes-Oxley



## Example of the Executive Roundtable

This is your opportunity to establish your organization's authority in the profession! A top executive from your company will have the chance to respond to selected questions from our readers and editors. We'll also include a headshot and brief bio of the participating executive from your company.

Special Advertising Supplement

## Executive Roundtable:

We caught up recently with **Jonathan A. Baron**, President and CEO, Thomson Creative Solutions; **Dr. Chandra Bhansali**, President & Co-Founder of Accountants World, LLC; **Ray Jimison**, Sr. Vice President and General Manager Best Software - Specialized Business Solutions, and **Cary Rosenzweig**, Vice President of Intuit QuickBooks Payroll, to get their perspectives on important technology issues, opportunities and challenges facing CPAs today.



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Creative Solutions



Dr. Chandra Bhansali  
Accountants World



Ray Jimison  
Best Software



Cary Rosenzweig  
Intuit QuickBooks

Gentlemen, from a technology or software solutions standpoint, what trends are having the greatest impact on CPAs today?

**DR. CHANDRA BHANSALI** (Accountants World): "Adoption. Most CPAs are still using only a fraction of the power of current technology. The Internet is the dominant core technology for accountants today. Accountant-centric technology will emerge as the most important technology for helping CPAs develop their practices and serve clients more effectively."

**JONATHAN A. BARON** (Creative Solutions): "Paperless office technology, including document management systems, paperless audit tools and Web-based client communication and collaboration tools. Firms that have transitioned to paperless offices are seeing immediate savings in paper, toner and storage space. More important, they're accessing information more conveniently, employing off-site staff, doing better planning for disasters and better serving clients through private portals."

Why is technology such an important issue today for CPAs and their small to medium size clients?

**Jimison**: "Since Sarbanes-Oxley [passed], there is heightened attention paid to reporting and accountability across the board -- at private companies as well as at public companies. Accounting and business management software is essential for helping these small to medium size businesses stay on track through thorough reporting and analysis capabilities."

**Baron**: "As the MAP survey confirms, finding and retaining qualified staff is the top challenge for most firms since they have to do more work, and offer more services, without adding staff. Seamless software integration and advanced data sharing techniques enable professionals to capture the original source of data and share them electronically, rather than entering the same data multiple times into various systems."

**Bhansali**: "Technology has greatly influenced the profession for the

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